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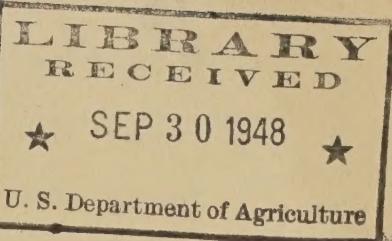


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PAN-AMERICAN SEEDS, INC.

Paonia, Colorado

PRICE LIST--1948 CROP



#### FOREWORD

The idea is the thing! In a new business this is especially true! At least that is the advice handed down to veterans and other young men who contemplate going into business. So, knowing we had an idea, we three, a little over a year ago, set up Pan-American Seeds, Inc.

And the idea clicked! A seed-growing concern, owned and operated by college-trained specialists in plant breeding and commercial floriculture, set up for the purpose of giving the grower finer, more productive strains of seeds--that was the idea. The support of seed companies and growers proves its soundness.

We are grateful to all our customers, some of whom have bought our varieties on our recommendation alone and have been highly pleased. Our gratitude will express itself in even greater efforts to merit the confidence so generously bestowed.

#### PAN-AMERICAN POLICIES

With the exceptions noted in the text, our seeds are offered in our own originator's packet only at florists' trade prices less 50% to the seed dealer. These originator's packets are to be sold intact by dealers. We as breeders and growers stand back of our seeds, protecting both the dealer and his customer.



It is our hope and belief that we will be able to fill all orders this year. We are sorry for the unavoidable shortages in Sonata and Carmencita in 1947, and believe they will not occur this year.

We could have had sufficient seed last year had we been willing to compromise quality slightly. Sonata, however, is 100% large-flowered and we intend to keep it so. The 100% large varieties are always shy seeders and consequently more expensive to produce and difficult to breed. Still we are working hard on the problem and can promise that soon all our doubles will be all-large.

We are scooping the industry again this year by offering F<sub>1</sub> Hybrid Grandiflora Fringed Dwarf petunias. These are much more vigorous than the Dwarf Erfurts, yet are dwarf and very free-blooming. They are unsurpassed either as pot plants or in the garden, where they make an even greater show than the small-flowered hybridas.

This year for the first time, we are offering F<sub>1</sub> Hybrid Florists' Snapdragons. We are certain that we can make a contribution not only in new and better hybrid varieties, but also in the economy and quality of seeds. Our cool, dry climate produces snapdragon seeds of greater plumpness and vitality, and with greater freedom from disease. Since most of our hybrid snapdragons will be grown in the field during the summer, seed will not be ready until September, too late for this winter's crop. Therefore, we are listing only the one variety, Snow Hybrid, that will be ready in June. If others are ready in time for the spring crop to follow mums, a leaflet will be issued.



## DESCRIPTIVE PRICE LIST

ALL DOUBLE PETUNIAS

ALLEGRO                    Medium to deep salmon, dwarf, giant-fringed. A gorgeous new color. It has proved to be very popular.

CAPRICE                    Bright rose, dwarf, deeply-fringed. The most popular variety of 1947. The favorite color of any petunia.

MINUET                    Beautiful orchid-lavender. Taller than other varieties, but fine for pots if pinched. Unpinched it makes lovely long-lasting cut flowers. Small percentage of smaller semi-doubles.

NOCTURNE                Deep midnight purple, dwarf-fringed, high percentage of large-flowered doubles.

SONATA                    This has proved to be 100% large-fringed, no small semi-doubles. Semi-dwarf, pure white. The best white double ever offered.

## Prices on Straight Colors

125 seeds	\$ 1.00
500 seeds	\$ 2.50
1000 seeds	\$ 4.00
1/128 oz.	\$ 7.60
1/64 oz.	\$ 14.45
1/32 oz.	\$ 27.45
1/16 oz.	\$ 52.15
1/8 oz.	\$ 99.10

GLORIOUS MIXTURE            Glorious Mixture may be expected to show considerable improvement in size and color and dwarfness. This contains all the above colors in formula mixture.

## Prices on Glorious Mixture

125 seeds	\$ 0.90
500 seeds	\$ 2.00
1000 seeds	\$ 3.50
1/128 oz.	\$ 6.65
1/64 oz.	\$ 12.60
1/32 oz.	\$ 24.00
1/16 oz.	\$ 45.60
1/8 oz.	\$ 86.65
1/4 oz.	\$ 164.65



## PAN-AMERICAN MIXTURE

This year we are offering for the first time a good second best mixture of Double Petunias. This will contain all the colors found in Glorious Mixture, but in slightly differing proportions, containing more of the pink shades. This mixture will contain all types of doubles, large and small flowers, plain, ruffled, and fringed. We are calling this "Pan-American Mixture" and will offer it in bulk to all dealers. Therefore, the prices quoted below are bulk prices and do not carry the usual dealer's discount.

## Prices on Pan-American Mixture

1/32 oz.	\$ 7.00
1/16 oz.	\$13.75
1/8 oz.	\$26.50
1/4 oz.	\$51.50
1/2 oz.	\$101.00
1 oz.	\$200.00

## SINGLE PETUNIAS

## CARMENCITA

A dwarf, deep scarlet-salmon petunia that is a knock-out. The color is in the salmon range, but is deeper than anything seen so far. It is entirely different from any color yet seen in petunias. Scarlet petunias have been advertised before, but have always turned out to be only the deeper shades of rose. This is almost a true scarlet-orange. The dwarf plants are covered with deeply-fringed flowers. Perfect for pots. It is proving to be very popular. About 80% grandiflora.

1/2 trade packet (500 seeds)	\$0.60
Trade packet (1000 seeds)	\$1.00
1/128 oz.	\$1.75

## ROSITA

Dwarf, rose-pink, very free-blooming. Flowers ruffled. This is nearly 100% grandiflora, but not huge. Flowers are  $3\frac{1}{2}$  inches across. This is the perfect pot plant petunia. Vigorous and free-branching yet very dwarf and uniform.

1/2 trade packet (500 seeds)	\$0.45
Trade packet (1000 seeds)	\$0.80
1/128 oz.	\$1.50
1/64 oz.	\$2.60



F<sub>1</sub> HYBRID DWARF GRANDIFLORA PETUNIAS

Here is something outstanding! For the first time in the trade we are offering F<sub>1</sub> Hybrid Dwarf-Fringed Grandiflora petunia seed. For several years we have known that there was considerable hybrid vigor (heterosis) to be obtained from crossing two inbred strains of petunias. Cost of production, as high as for double petunias, but we know they are well worth the difference. Here are the advantages:

1. Dwarf, almost as dwarf as the Dwarf Erfurts
2. Vigorous and free-branching
3. Free-blooming as the hybridas
4. Uniform and true to type. Only in F<sub>1</sub> hybrids can real uniformity be obtained in grandiflora petunias.

## HYBRID SNOWWHITE

Here is the petunia we have dreamed about! Pure white, 100% true to type and habit. Dwarf, fringed, vigorous, and free-blooming. Flowers 3 $\frac{1}{2}$  to 4 inches across.

125 seeds	\$ 1.00
1/2 trade packet (500 seeds)	\$ 2.50
Trade packet (1000 seeds)	\$ 4.00

DWARF ERFURT PETUNIAS  
Extra Dwarf-Fringed Grandiflora

These once-popular strains of petunias have fallen into disrepute because of the poor seed available. We are happy to announce we have been able to reselect two of the varieties in this class and are now able to offer them in greatly improved strains both of which are 90 to 95% true to type.

## COLORADO SUNSET

Light rose-pink

## SETTING SUN

Bright rose. A real improvement over the original.

1/2 trade packet (500 seeds)	\$ 0.45
Trade packet (1000 Seeds)	\$ 0.80
1/128 oz.	\$ 1.50
1/64 oz.	\$ 2.60



FLORISTS' HYBRID SNAPDRAGONS

## SNOW HYBRID

The first hybrid white. Early, pure white. Beautiful spikes of large-fringed blossoms. From the same sowing, it blooms with Yoder's Cheviot Maid #33.

## Introductory prices

1/2 trade packet (1000 seeds)	\$ 1.75
Trade packet (2000 seeds)	\$ 3.00

TETRAPLOID OR SPRING FLOWERING SNAPDRAGONS

This new class of snapdragons is proving to be of value to florists for spring and summer cutting, both indoors and out. They extend the snapdragon season as the Cuthbertson's Spring Flowering Mixture does for the sweet pea. After the winter crop is cut over and the stems are weak and the spikes short, the tetraploid snaps come in with strong stems, long spikes and huge florets.

## PAN-AMERICAN PINK

A tetraploid hybrid! Deep rose-pink. The first true color tetra snapdragon and the first tetraploid hybrid in any class. Good indoors for a spring crop or for summer bloom outside. Surpasses other tetra snapdragons.

1/2 trade packet (1000 seeds)	\$ 1.75
Trade packet (2000 seeds)	\$ 3.00

## TETRA YELLOW

Huge spikes and large-fringed florets. Bright yellow. Comes into bloom in May from November sowing. Makes the diploids look tiny.

1/2 trade packet (1000 seeds)	\$ 0.80
Trade packet (2000 seeds)	\$ 1.50

DOUBLE SNAPDRAGONS

## SNOWDRIFT

Snowdrift is 98% full double, pure white with massive spikes. Individual florets are large and make beautiful corsages. Genetically Snowdrift is an early mid-winter snap, but during the colder, darker months, it has a tendency to blast a few buds on each spike. Therefore, we recommend it only for early blooming in November and December or for the spring months of March and April.



1/2 trade packet (1000 seeds)	\$ 1.75
Trade packet (2000 seeds)	\$ 3.00

OUTDOOR SNAPDRAGONS FOR SUMMER CUTTING

VELVET GIANT

Deep velvet red, tall, and large-flowered. Produced by Dr. Mabel Ruttie Nebel of the New York Experiment Station at Geneva, New York, in 1940. The individual florets are often  $2\frac{1}{2}$  inches across and are borne on huge spikes. The plants are tall and late, and are not adapted for forcing, but are wonderful for summer cut flowers.

1/2 trade packet (1000 seeds)	\$ 0.60
Trade packet (2000 seeds)	\$ 1.00

PHLOX

TETRAPLOID SCARLET

The most intense and deepest red imaginable. Florets are 1 to  $1\frac{1}{2}$  inches in diameter. New and outstanding!

TETRAPLOID WHITE

Pure white, large flowers. A welcome addition to the gigantea class.

Prices on Phlox

Trade packet (200 seeds)	\$ 0.50
1/16 oz.	\$ 1.25
1/8 oz.	\$ 2.00
1/4 oz.	\$ 3.75

